



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES June 2, 2010

Board of Directors

Barbara Bundy, David Damus (via conference call), Kathy Faulk, Frank Frallicciardi (via conference call), John Goldrick, Robert Hanasab, Steve Hathaway, Anne Peaks, Carol Schatz, Colin Shepherd (via conference call), Patrick Spillane, Daniel Swartz, Cari Wolk, Josh Wrobel, Peter Zen

Absent

Sonny Astani, Robert Cushman, Jeffrey Griswold, Kent Handleman, Sandy Nam, Peklar Pilavjian, Susann Ventzke

Staff

Hal Bastian, Michael Clark, Gennia Cui, Jacob Holloway, Connie Hwang, Rachel Kaber, Aleeza Miller, Ken Nakano, Alexander Stettinski, Justin Weiss

CALL TO ORDER

Spillane called the meeting to order with a quorum at 8:09 a.m.

APPROVAL OF MINUTES

A motion was made, seconded, and approved to accept the minutes from the January 6, 2010 meeting.

PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS

Spillane opened the meeting to the public for comments, in which there were none.

PRESIDENT'S REPORT

Schatz reported:

The Mother's Day Campaign was very successful for DCBID restaurants. The Standard had the best turnout in history, and the Hilton Checkers reported over 250 covers, and Chaya reported 188 covers.

The Annual Property Owners Meeting was held on April 22, 2010, at the Los Angeles Athletic Club. 52 people were in attendance, including Councilmember Jan Perry, LAPD Captain Todd Chamberlain, Council Deputy Greg Fischer, Miguel Martinez from the Office of Assemblymember John Perez, and Rick Scott from the Office of the City Clerk.

The DCBID has been discussing a collaborative relationship with AEG, where we would include their venues in our campaigns. In return, AEG will help promote our campaigns. A signature Downtown event is being explored with the support of AEG.

Commissioner Shaw and the Mayor's office asked the BID Consortium to form a subcommittee, which will identify issues in the City's permit process for Public Works-related services (e.g. tree trimming) and submit recommended solutions. The DCBID will be represented on the committee.

Downtown Works and The Sperling & Hileman Group have been retained to develop the DCBID's retail strategy. The consultants are delivering their report and recommendations on Friday, after which recruitment efforts will begin immediately.

Despite much effort, the DCBID was unable to raise the funding for the Downtown Los Angeles Marketing Center. Challenges included the proposed location on Broadway, as well as a general lack of marketing dollars from potential participants.

Recently, there has been a series of violent incidents in the Historic Core, which has impacted a number of the developers, landlords, and property owners in the area. In order to address this issue, Schatz held a meeting with Historic Core property owners and Captain Chamberlain. The recent violent crimes are mainly drug-related. Because of the Skid Row Injunction, many new faces are being sent in. Schatz will be meeting with Captain Chamberlain and has requested a meeting with Chief Beck to ensure that the LAPD has the resources to deal with the increase in crime.

The next DCBID Board meeting will be on September 14, 2010, at the Hilton Checkers Hotel, immediately preceding the Retreat. Budget revisions and approval will be discussed at the Board meeting on November 3, 2010.

A suggestion was made to publicly support having the proposed Broad Museum in Downtown. A motion was made, seconded, and approved to write a letter of support for the proposed Downtown location for the Broad Museum.

The December 31, 2009 financial statements were reviewed by the Finance Committee and the Executive Officers voted to approve them.

A request was made for increased participation on the Finance and Operations Committees.

A motion was made, seconded and approved to have monthly department reports sent to the Board members.

COMMITTEE REPORTS

FINANCE

Clark reported:

The audited financial statements for the year ended December 31, 2009 was reviewed in detail by the Finance Committee on May 26, 2010. The Committee recommends acceptance and approval of the audited financial statements. A motion was made, seconded and approved to accept the audited financial statements for the year ended December 31, 2009.

The February 28, 2010, and March 31, 2010, financial statements were submitted to the Board members electronically with the monthly department reports. The Finance Committee reviewed and approved them at its

March 18, 2010 and May 3, 2010 meetings. A motion was made, seconded and approved to accept the February 28, 2010, and March 31, 2010, financial statements.

The April 30, 2010, financial statements were reviewed by the Finance Committee at its meeting on May 26, 2010. Clark noted that much of the difference between actual and budgeted costs is due to less Clean & Safe spending. However, several Maintenance and Security issues will begin incurring more costs over the last months of the year, which will bring costs closer to budget. This does not reflect a diminished level of service or resources allocated to the BID, with the exception of some decreased costs with the Historic District taking over the costs of their maintenance responsibilities. A motion was made, seconded, and approved to accept the April 30, 2010 financial statements.

OPERATIONS

Nakano reported:

LAPD is having a change of Senior Lead Officers for the Central Area. The DCBID is working with the LAPD to bring a qualified and effective Senior Lead Officer to the area, especially since quality of life issues continue to rise.

Catering trucks and illegal fruit vendors continue to be an issue. The DCBID is starting a task force to target the illegal vendors who take up street parking in the area.

DCBID officers recently made a significant detention of a bicycle thief and a narcotics-related arrest.

BID Action continues to do monthly homeless counts in the area, and is seeing an increase of approximately 11 people per month. Outreach is always made, but nothing has been accepted.

MARKETING

Stettinski reported:

Marketing is under budget because printing for the Welcome Map and the Jurors' Guide was well under budget and because significant advertising dollars will be spent on the Summer in the City campaign.

The Downtown LA Trivia Challenge was very successful. Over 1500 Facebook contacts became fans of the DCBID Facebook page.

The "Moms & Mimosas" Mother's Day campaign was very successful, as Schatz reported earlier.

The "Summer in the City" staycation campaign was just launched. There will be a full-page ad in the Los Angeles Film Festival Guide. The DCBID is partnering to promote the Los Angeles Film Festival.

The new phase of the website redesign has been launched. A new Happy Hours page has been created for the website, as well as a mobile version of the website.

The Downtown Guides continue to be active in their outreach to businesses, residents and visitors in the Downtown Center. The Guides were on special deployment for the Amgen Tour and for the beginning of the American Association of Museums conference. 26,000 pieces of collateral were distributed in the month of May. The Guides were invited to see South Pacific, and are currently wearing Mad Hatter hats to promote FIDM's costume exhibit on Alice in Wonderland. More people are approaching the Guides while they are wearing the hats than at any other time.

A promotional video featuring Downtown was finished and will be shown by Virgin America on their flights in July and August.

The 11th Annual Public Safety Appreciation Barbeque will be held on October 29.

ECONOMIC DEVELOPMENT

Bastian reported:

The Economic Development team did a complete inventory of 7th Street, from Figueroa to Main Street.

Meetings have been held with local brokers to lease office space.

Bastian and Justin Weiss have been working with the U.S. Census to correct buildings that had previously been zoned as commercial but now include residents. Downtown had one of the highest response rates in the city to the U.S. Census.

The Dog Day Afternoon will be held at the Cathedral on July 27.

The Halloween Party will be held on October 31.

The Pershing Square Café has been empty for years because of the complexity of the proposal process. A potential user has been identified who wants to operate in that space. Schatz and Bastian have met with Jon Kirk Mukri and the City Attorney's office to encourage use of that space.

The housing tours continue to be full.

OLD BUSINESS

Zen asked about the proposed Downtown Los Angeles Streetcar. Funding remains an issue for the Streetcar project. Dennis Allen met with Kathy Faulk to discuss the proposed route. The issue with the preferred route is the topography of the area. The proposed solution is to create buses painted like the Streetcar to run along Figueroa and connect with the rail.

NEW BUSINESS

No new business was brought up.

ADJOURNMENT

The meeting was adjourned at 9:33 a.m.